

## Hipages.com.au study highlights how Australia's home improvement drives 50 million jobs per year

### *Electricians are most in-demand trade – New South Wales*

**24<sup>th</sup> November, 2014.** A recent study conducted by hipages Group has revealed the significant size of the Australian home improvement market, seeing 84% of Australians using home improvement services in the last 12 months and resulting in 50 million jobs for tradespeople in the past year.

According to the hipages research, the top three trades in demand in Australia are plumbers, electricians and air conditioning repairmen.

In New South Wales, **electricians** are the most in-demand trade, with 36% of people surveyed requiring electrical services at some point over the past year.

Interestingly, the study also revealed that we are changing the way we search for our service providers. Whilst word of mouth remains the most trusted means of recommendation – over a third of Australians under the age of 45 are using online services to source tradies.

Home improvement market statistics from the study:

- 84% of Australian's have used home improvement services in the last 12 months
- 36% of Australian's use online to source tradies
- In NSW, electricians were the most sought-after trade (36%)

Fraser Taylor, Chief Marketing Officer at hipages Group said: *"This study shows that the home improvement market is experiencing huge demand for Trades people. The research was designed to help us understand the best way to connect people with the trade services they're looking for."*

*"Australians are looking for the fastest and easiest ways to reach those who have the skills they need, and online is the best way to do this. The findings indicate a high proportion of people are now using online sources to find trade professionals and services, and see services like hipages.com.au as an efficient and trustworthy source for trades people."*

Out of all the online trade services identified during the study – hipages.com.au had the highest brand awareness and is the most used online service-finding source, receiving high levels of customer satisfaction among users.

Of the people who have completed a job with hipages, 93% would recommend the service. \*

END

### **About hipages.com.au**

hipages.com.au is the largest online service-finding business in Australia specialising in home improvements with over one million visitors to the site each month. With a network of over 40,000 suppliers, hipages.com.au offers customers streamlined access to the best services and tradesmen in the industry.